

## **AMENDMENTS TO THE CLAIMS**

1. (Currently Amended) A method of advertising at a residential location comprising:  
providing a container having advertising indicia to a resident;  
allowing the resident to use the container to dispose of waste or recycling near a curb;  
and  
displaying the advertising indicia when the container is placed near the ~~curb~~. curb;  
continuing to display the advertising indicia after the container has been emptied; and  
subsequently re-using the container.
2. (Original) The method of claim 1, wherein the step of providing the container comprises providing the container to the resident at no cost to the resident.
3. (Currently Amended) A method of advertising at a residential location comprising:  
identifying a location where advertising is desirable;  
determining whether waste or recycling is brought curbside at the location;  
producing containers having advertising indicia thereon;  
providing the containers to residents of the location; and  
allowing the residents to use the containers to dispose of waste or recycling, the advertising indicia being displayed when the containers are positioned ~~curbside~~. curbside;  
continuing to display the advertising indicia after the container has been emptied; and  
subsequently re-using the container.

4. (Original) The method of claim 3, wherein the step of providing the containers comprises providing the containers to the residents at no cost to the residents.

5. (Original) The method of claim 3, further comprising providing containers having advertising indicia thereon to residents of additional locations.

6. (Original) The method of claim 4, wherein the step of producing the container comprises producing containers having advertising indicia relating to a business.

7. (Currently Amended) A method of advertising for businesses at residential locations comprising:

identifying a location where advertising is desirable;

determining whether waste or recycling is brought curbside at the location;

identifying at least one business interested in advertising services in the location;

producing containers having advertising indicia relating to the business;

selling the containers to the business;

allowing the business to provide the containers to residents of the location; and

allowing the residents to use the containers to dispose of waste or recycling, the advertising indicia being displayed when the containers are positioned ~~curbside~~: curbside;

continuing to display the advertising indicia after the container has been emptied; and

subsequently re-using the container.

8. (Original) The method of claim 7, wherein the step of allowing the business to provide the containers comprises allowing the business to provide the containers to the residents of the location at no cost to the residents.

9. (Original) The method of claim 7, further comprising:

- determining additional locations where advertising is desirable;
- determining additional businesses interested in advertising in the locations;
- providing containers to the additional businesses having advertising indicia relating to the additional businesses;
- allowing the businesses to provide the containers to residents of the additional locations;

and

- allowing the residents to use the containers to dispose of waste or recycling, the advertising indicia being displayed when the containers are brought curbside for collection.

10. (Currently Amended) A method of advertising for businesses at residential locations comprising:

- performing a service at a resident's location;
- determining whether waste or recycling is brought curbside at the location;
- providing a container having advertising indicia relating to the services performed at the location; and
- allowing the resident to use the container to dispose of waste or recycling, the advertising indicia being displayed when the container is positioned curbside.

continuing to display the advertising indicia after the container has been emptied; and  
subsequently re-using the container.

11. (Original) The method of claim 10, wherein the step of providing the container comprises provide a container having advertising indicia relating to the business to the resident at no cost to the resident.
12. (New) A method of advertising at a residential location comprising:
  - providing a sticker having advertising indicia to a resident;
  - allowing the resident to apply the sticker to a container;
  - displaying the advertising indicia when the container is placed near the curb;
  - continuing to display the advertising indicia after the container has been emptied; and
  - subsequently re-using the container.
13. (New) The method of Claim 12, wherein the sticker is provided at no cost to the resident.